

# Enabling HSBC employees to engage responsibly in humanitarian action

## The context

The private sector is playing an increasingly important role in humanitarian response. Many businesses work in locations affected by crisis and employees are actively engaged in volunteering, whilst others deploy staff or provide technical expertise remotely. It is important that these volunteers are provided with the learning and knowledge to support safely, effectively and appropriately in line with humanitarian sector standards. Otherwise they risk impeding response efforts and becoming a liability to themselves, their organisation and those they seek to support.

## The challenge

HSBC has a strong commitment to sustainability with staff volunteering in communities across the Middle East – a region which has experienced significant humanitarian crises in recent years. Conflicts in the region have led to people displacement, economic loss, unemployment and deepening poverty.

## Why us?

Our mission, to enable people around the world to prepare for and respond to crisis in their own countries, made the Academy a natural partner for HSBC. Drawing on our expertise in making humanitarian learning and knowledge globally accessible, we developed a bespoke five-module digital blended learning solution – the Humanitarian Essentials Programme to meet HSBC's requirements.

*"It was important for HSBC that staff were familiar with core humanitarian principles and standards; and to promote methods to ensure they are able to act safely and responsibly in future local-level crises. The Academy responded to our brief to provide relevant learning in an interactive and engaging format, and we have been very impressed with the training that our employees have received. The feedback has been positive and I'm confident that HSBC volunteers are now equipped with the skills to put into practice what they have been taught and contribute meaningfully to the communities in which they live."*

**Sabrin Rahman – Head of Sustainability MENAT at HSBC Bank Middle East**

## Making it happen

We worked with HSBC to understand their needs, and design and deliver an engaging and relevant learning programme:

- **Analyse** – mapped HSBC’s precise needs and requirements to shape design
- **Design** – curated existing high-quality learning assets with new bespoke content, aligned to global humanitarian standards
- **Develop** – built a bespoke online portal on our learning platform Kaya ([kayaconnect.org](http://kayaconnect.org)), to provide exclusive access to the programme
- **Implement** – technical testing and launch, with staff supported from registration through to completion
- **Evaluate** – immediate independent evaluation to capture learning and impact

## The Humanitarian Essentials Programme

Requirement	Solution
<b>Practical</b>	Practical knowledge and skills – including Safety and Security and Communication with People in Crisis
<b>Relevant</b>	Context set in the Middle East, for ‘entry level’ volunteers with little or no experience or knowledge
<b>Engaging</b>	Use of media, engaging content and learning techniques with live facilitation by humanitarian practitioners
<b>Challenging</b>	Participants took tests and applied skills to a humanitarian scenario; they were assessed and received performance feedback
<b>Accessible</b>	Easily accessed online in offices across Bahrain, Egypt, Kuwait, Oman, Qatar, Turkey and the United Arab Emirates
<b>Flexible</b>	Access anytime and anywhere to fit around busy schedules

## The results

- Participants noted the high quality of the programme with 97% rating ‘excellent’ or ‘good’.
- Results increased from an average of 69% in the pre-course quiz to 90% in the post-course quiz proving a significant increase in knowledge levels.
- 88% of participants now feel prepared or very prepared to volunteer in an emergency response.

### This is what learners thought of the programme:

- ***"It demonstrated there is an amateur and professional level to volunteering and what I have been doing is casual and reactive. I now know that I need to have a deep understanding of the task at hand before offering to volunteer."***
- ***"I've never considered the plight of refugees – my volunteering has been focused in other areas. The course motivated me to reach out to a charity dealing with refugees about how I can help."***

## Get in touch

We are experts in designing, developing and delivering bespoke humanitarian learning. We have experience of working with private sector organisations to identify needs and build engaging and interactive learning solutions relevant for the context. For more information on the services we can offer please contact us on [partnerships@humanitarian.academy](mailto:partnerships@humanitarian.academy)

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